

Message Text

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 4844

UNCLAS MEXICO 9712

E.O. 11652: N/A

TAGS: ECRP, BEXP. MX

SUBJ: ANNUAL LISTING OF INTERNATIONAL TRADE FAIRS

REF: STATE 250412, DEPT. A-6772, AUG. 28, 1974, MEXICO'S

A-358, AUG. 3, 1974

1. THE EMBASSY IS AWARE OF ONLY ONE INTERNATIONAL TRADE FAIR SCHEDULED FOR 1975, THE DIDACTICA INTERNACIONAL AMERICANA TO TAKE PLACE OCTOBER 10-19, 1975. OIM HAS THE DETAILS ON THIS FAIR.

2. THE 1976 EXPOSICION NACIONAL GANADERA DE LA INDUSTRIA PECUARIA MIGHT BECOME A VEHICLE FOR COMMERCIAL EXHIBITS OF EQUIPMENT. THIS YEAR FOR THE FIRST TIME SOME EQUIPMENT IS BEING SHOWN, SEVERAL AMERICAN BREED ASSOCIATIONS PARTICIPATE WITH ASSISTANCE FROM THE U.S. DEPARTMENT OF AGRICULTURE.

IT IS HELD EVERY OTHER YEAR IN THE FALL AT THE NATIONAL SPORTS PALACE IN MEXICO CITY UNDER THE AUSPICES OF THE MEXICAN SECRETARIAT OF AGRICULTURE AND LIVESTOCK.

3. AS REPORTED IN THE EMBASSY'S REFERENCED AIRGRAM, MEXICAN GOVERNMENT OFFICIALS DO NOT HAVE ADVANCE SCHEDULES OF PROPOSED INTERNATIONAL TRADE FAIRS. THEY DO HAVE SOME CONVENTIONS SCHEDULES, SUCH AS MEDICAL, INSURANCE, ETC., BUT THESE DO NOT LEND THEMSELVES TO TRADE PROMOTION.

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